WHITNEY N. RIDINGS

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PROFILE

Instructional Designer and Artist with a background in designing and developing meaningful and innovative learning solutions for the healthcare field. Collaborates with clients, subject matter experts, and team members to determine the best means for successfully transforming performance gaps into desired outcomes. Committed to systemic analysis and multidimensional solutions that support organizational goals. Puts the needs of learners and performance results first.

EXPERIENCE

Senior Multimedia Instructional Designer, THOMAS JEFFERSON UNIVERSITY HOSPITAL | PHILADELPHIA, PENNSYLVANIA **Aug 2018 – April 2022**

- Diagnose performance opportunities by identifying a balanced set of financial, environmental, and social indicators of success and prescribe systemic interventions by following systematic and proven instructional design methods and frameworks. Recommend performance solutions incorporating systems thinking, human performance improvement, evaluation, change management, and sustainability.
- Design and develop performance-based learning solutions that improve workplace performance, apply learning strategies to specific types of workplace learning content, and enhance training effectiveness while reducing development time and cost for in-class, blended, and online learning environments across multiple devices.
- Align with the organization's goals to deliver transformative workplace solutions for employees and patients across the hospital enterprise system.
- Develop a multimedia team of artists, programmers, and UI/UX designers to plan resources and workflow for projects and supervise deliverables' accuracy, quality, and efficiency. Knowledgeable about eLearning trends and the greater learning community to deliver effective and efficient curriculums to the modern learner.

Instructional Designer, FREELANCE | PHILADELPHIA, PENNSYLVANIA **June 2020 – Present**

- Work with various clients within higher education and healthcare fields, including Arizona State University, the McCain Institute, and Johns Hopkins School of Nursing, to address their unique performance needs and educational goals.
- Manage instructional content, communicate and coordinate with various team members and clients, ideate and create engaging and instructionally sound learner-centered projects, and review and enhance course deliverables.
- Design effective eLearning and blended learning solutions to address the cause of the performance problem based on appropriate adult learning and instructional design principles.

Multimedia Artist, RED NUCLEUS SOLUTIONS, LLC | YARDLEY, PENNSYLVANIA **Oct 2015 – Aug 2018**

- Developed interactive training and educational media for the pharmaceutical industry. Responsibilities included creating detailed medical illustrations, instructional animations, and print layouts; directing user flow and content layout in complex applications; and taking digital and print media designs from initial concept to final client approval and delivery. Notable projects included Janssen's HIV Learning System and Schizophrenia LMS.

Additional experience in photography, website design, brand design, packaging design, illustration, and social media coordination.

EDUCATION & CERTIFICATIONS

Masters of Science in Organizational Performance and Workplace Learning | BOISE STATE UNIVERSITY **Jan 2020 – Dec 2022**
Certified Adobe Captivate Specialist | CARAHSOFT **2020**
Certified Articulate Storyline 360 and Rise 360 Expert | YUKON LEARNING **2020**
Bachelor of Fine Arts in Scientific Illustration; Minor in Art History | UNIVERSITY OF GEORGIA **2013**

SKILLS

Programs: Adobe Photoshop, Illustrator, InDesign, After Effects, Premier, XD, Captivate | Articulate Storyline and Rise | Cinema 4D | Blender | Microsoft Suite, Visio, Outlook, Teams, Sharepoint, Forms | Lucidchart | SCORM Cloud | xAPI | Confluence and Jira | Google Suite | HTML5, CSS

Visual Arts: Graphite | Charcoal | Watercolor | Pen & Ink | Oil Painting | Graphic Design | Photography

AWARDS & RECOGNITION

USDLA Innovation Award for "15 Minutes Can Save Your Life" **2020**
Brandon Hall Group Award for Excellence in Learning (Bronze) for "15 Minutes Can Save Your Life" **2019**
LTEN Excellence Award Nomination in Learning Content for Parkinson's Launch Training **2018**
LTEN Excellence Award in Innovation for HIV Learning System **2017**
LTEN Excellence Award in Innovation for CNS Curriculum Revamp **2016**